

**In the Claims –**

Please amend claims 1-4, 7-12, 14, 16-23 as set forth in the following *Listing of All Claims With Current Amendments*.

**Listing of All Claims With Current Amendments**

1. (Currently Amended) A method of determining effectiveness of direct personal promotion efforts in a marketing environment in which representatives make contact with a customer in accordance with a prioritized list, comprising the steps of:

creating a on a computer an electronic prioritized list of customers for representatives of an organization to use in contacting customers, said electronic prioritized list including an identification of a customer identity and a specified contact frequency for each such customer to be executed by said representatives;

adjusting the specified contact frequency for a selected subset of customers to create an electronic adjusted prioritized list;

communicating said electronic adjusted prioritized list to said representatives;

measuring changes in the promotional response among said selected subset of customers and recording data relating to said changes in an electronic data storage system.

2. (Currently Amended) A method of determining effectiveness of direct personal promotion efforts in a marketing environment in accordance with claim 1, wherein said step of adjusting the specified contact frequency comprises increasing a quantity of contacts made with ~~a group of identified~~ said selected subset of customers in a specified time period.

3. (Currently Amended) A method of determining effectiveness of direct personal promotion efforts in a marketing environment in accordance with claim 1, wherein said step

of adjusting the specified contact frequency comprises decreasing a quantity of contacts made with ~~a group of identified~~ said selected subset of customers in a specified time period.

4. (currently amended) A method of determining effectiveness of direct personal promotion efforts in a marketing environment in accordance with claim 1, wherein said step of adjusting the specified contact frequency comprises increasing a quantity of contacts made with a first group of identified customers within said selected subset of customers and decreasing a quantity of contacts made with a second group of identified customers within said selected subset of customers.

5. (original) A method of determining effectiveness of direct personal promotion efforts in a marketing environment in accordance with claim 1, further comprising: measuring changes in actual contacts by said representatives with said selected subset of customers.

6. (original) A method of determining effectiveness of direct personal promotion efforts in a marketing environment in accordance with claim 1, further comprising: using a measured change in promotional response among said selected subset of customers as an input to creation of an updated prioritized list specifying a modified contact frequency for certain customers.

7. (Currently Amended) A method of determining effectiveness of direct personal promotion efforts in a marketing environment in accordance with claim 6, further comprising: using a measured increase in promotional response among ~~one or more first target groups of customers~~ said selected subset of customers as an input to creation of an updated prioritized list specifying a modified contact frequency applicable to customers contained in ~~said~~ one or more first target groups of customers.

8. (Currently Amended) A method of determining effectiveness of direct personal promotion efforts in a marketing environment in accordance with claim 6, further comprising: using a measured decrease in promotional response among ~~one or more second target groups of said~~ selected subset of customers as an input to creation of an updated prioritized list with a modified contact frequency applicable to customers contained in ~~said~~ one or more second target groups of customers.
9. (Currently Amended) A method of improving effectiveness of direct personal promotion efforts in a marketing environment in which representatives make contact with a customer in accordance with a prioritized list, comprising the steps of:
- creating a on a computer an electronic prioritized list of customers for representatives of an organization to use in contacting customers, said prioritized list including an identification of a customer identity and a specified contact frequency for each such customer;
  - adjusting the specified contact frequency for a selected subset of customers to create an adjusted electronic prioritized list;
  - communicating said adjusted electronic prioritized list to said representatives;
  - measuring changes in the promotional response among said selected subset of customers;
  - using a measured change in promotional response among said selected subset of customers as an input to creation of an updated electronic prioritized list with a modified contact frequency increasing contact frequency with a group or groups of customers most likely to generate additional sales in response to an increased contact frequency.
10. (Currently Amended) A method of improving effectiveness of direct personal promotion efforts in a marketing environment in accordance with claim 9, wherein said step of adjusting the specified contact frequency comprises increasing a quantity of contacts made with a group of identified customers within said selected subset of customers in a specified time period.

11. (Currently Amended) A method of improving effectiveness of direct personal promotion efforts in a marketing environment in accordance with claim 9, wherein said step of adjusting the specified contact frequency comprises decreasing a quantity of contacts made with a group of identified customers within said selected subset of customers.

12. (Currently Amended) A method of improving effectiveness of direct personal promotion efforts in a marketing environment in accordance with claim 9, wherein said step of adjusting the specified contact frequency comprises increasing a quantity of contacts made with a first group of identified customers within said selected subset of customers and decreasing a quantity of contacts made with a second group of identified customers within said selected subset of customers.

13. (Original) A method of improving effectiveness of direct personal promotion efforts in a marketing environment in accordance with claim 9, further comprising: measuring changes in actual contacts by said representatives with said selected subset of customers.

14. (Currently Amended) A method of improving effectiveness of direct personal promotion efforts in a marketing environment in accordance with claim 9, further comprising:  
using a measured change in promotional response among said selected subset of customers as an input to creation of an updated prioritized list with a modified contact frequency decreasing contact frequency with a category of customers whose promotional response is least affected by a decrease in contact frequency.

15. (Original) A software process for creating a prioritized list for direct personal promotion efforts by contacts by representatives, comprising the steps of:

accessing a database of customers;

creating a prioritized list of customers for representatives of an organization to use in contacting customers, said prioritized list defining a call frequency for identified customers or groups of customers, said call frequency being determined by calculation of ex-

pected promotional response by said customer or groups of customers, with a high call frequency being assigned to customers having a historical pattern of desirable promotional response to direct promotion efforts;

altering the call frequency for a selected subset of customers to create an adjusted prioritized list;

communicating said adjusted prioritized list or portions thereof to said representatives;

measuring changes in the promotional response among said selected subset of customers;

using a measured change in promotional response among said selected subset of customers as an input to creation of an updated prioritized list with a modified call frequency increasing call frequency to an identified class of customers most likely to yield additional sales.

16. (Currently Amended) A process for creating a prioritized list for direct personal promotion efforts by contacts by representatives in accordance with claim 15, wherein said step of altering the call frequency comprises increasing a quantity of contacts made with a group of identified customers within said selected subset of customers.

17. (Currently Amended) A process for creating a prioritized list for direct personal promotion efforts by contacts by representatives in accordance with claim 15, wherein said step of altering the call frequency comprises decreasing a quantity of contacts made with a group of identified customers within said selected subset of customers.

18. (Currently Amended) A process for creating a prioritized list for direct personal promotion efforts by contacts by representatives in accordance with claim 15, wherein said step of altering the call frequency comprises increasing a quantity of contacts made with a first group of identified customers within said selected subset of customers and decreasing

a quantity of contacts made with a second group of identified customers within said selected subset of customers.

19. (Currently Amended) A method of improving effectiveness of direct personal promotion efforts of pharmaceutical sales representatives contacting prescribing physicians in accordance with a prioritized list, comprising the steps of:

creating a on a computer an electronic prioritized list of prescribing physicians for pharmaceutical sales representatives to use in contacting the prescribing physicians, said electronic prioritized list including an identification of each prescribing physician and a specified contact frequency for each such prescribing physician to be executed by said pharmaceutical sales representatives;

adjusting the specified contact frequency for a selected subset of prescribing physicians to create an adjusted electronic prioritized list with an adjusted contact frequency;

communicating said adjusted electronic prioritized list or portions thereof to said pharmaceutical sales representatives;

measuring changes in the promotional response among said selected subset of prescribing physicians;

using a measured change in promotional response among said selected subset of prescribing physicians as an input to creation of an updated electronic prioritized list with a modified contact frequency targeting prescribing physicians most likely to generate additional sales of pharmaceuticals;

communicating said updated electronic prioritized list or portions thereof to said pharmaceutical sales representatives;

20. (Currently Amended) A method of improving effectiveness of direct personal promotion efforts in accordance with claim 19, wherein said step of adjusting the specified contact frequency comprises increasing a quantity of contacts made with ~~a group of identified~~ said selected subset of prescribing physicians in a specific time period.

21. (Currently Amended) A method of improving effectiveness of direct personal promotion efforts in accordance with claim 19, wherein said step of adjusting the specified contact frequency comprises decreasing a quantity of contacts made with ~~a group of identified~~ said selected subset of prescribing physicians in a specific time period.

22. (Currently Amended) A method of improving effectiveness of direct personal promotion efforts in accordance with claim 19, wherein said step of adjusting the specified contact frequency comprises increasing a quantity of contacts made with a first group of identified prescribing physicians contained within said selected subset of prescribing physicians and decreasing a quantity of contacts made with a second group of identified prescribing physicians contained within said selected subset of prescribing physicians.

23. (Currently Amended) A method of improving effectiveness of direct personal promotion efforts in accordance with claim 19, further comprising:

using a measured change in promotional response among said selected subset of prescribing physicians as an input to creation of an updated electronic prioritized list with a modified contact frequency decreasing contact frequency with a category of prescribing physicians whose promotional response is least affected by a decrease in contact frequency.